

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee Name previously recorded on Reel 004048 Frame 0166. Assignor(s) hereby confirms the Assignee name should read AIG Marketing, Inc. dba 21ST CENTURY INSURANCE AND FINANCIAL SERVICES.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American International Group, Inc.		06/17/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AIG Marketing, Inc. dba 21st Century Insurance and Financial Services		
Street Address:	3 Beaver Valley Road		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77622833		
CORRESPONDENCE DATA			
Fax Number:	(512)536-4598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	512.474.5201		
Email:	aotrademark@fulbright.com, rgroos@fulbright.com, kpfertner@fulbright.com		
Correspondent Name:	Richard J. Groos		
Address Line 1:	600 Congress Avenue, Suite 2400		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	FARC:002/10906628		
NAME OF SUBMITTER:	Richard J. Groos		

OP \$40.00 77622833

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**TRADEMARK
 REEL: 004236 FRAME: 0490**

Signature:	/Richard J. Groos/
Date:	07/02/2010
Total Attachments: 8 source=farc assignment#page1.tif source=farc assignment#page2.tif source=farc assignment#page3.tif source=farc assignment#page4.tif source=farc assignment#page5.tif source=farc assignment#page6.tif source=farc assignment#page7.tif source=farc assignment#page8.tif	



UNITED STATES PATENT AND TRADEMARK OFFICE

Facsimile Transmission

To: Name: LEYDIG, VOIT & MAYER, LTD.
Company: TWO PRUDENTIAL PLAZA, 180 N. STETSON AVE
Fax Number: 13126165700
Voice Phone:

From: Name: ASSIGNMENT SERVICES BRANCH
Voice Phone: 571-272-3350

37 C.F.R. 1.6 sets forth the types of correspondence that can be communicated to the Patent and Trademark Office via facsimile transmissions. Applicants are advised to use the certificate of facsimile transmission procedures when submitting a reply to a non-final or final Office action by facsimile (37 CFR 1.8(a)).

Fax Notes:

Pg#	Description
1	Cover Page
2	773.TXT
4	Document 1, Batch 1759409

USPTO ASSIGNMENT SYSTEM PROCESSING

Date and time of transmission: Monday, August 24, 2009 6:19:58 AM
Number of pages including this cover sheet: 05



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE



900141286

AUGUST 20, 2009

PTAS

LEYDIG, VOIT & MAYER, LTD.
TWO PRUDENTIAL PLAZA, 180 N. STETSON AVE
SUITE 4900, ATTN: MARK J. LISS
CHICAGO, IL 60601-6731

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 08/18/2009

REEL/FRAME: 004048/0166
NUMBER OF PAGES: 5

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
DOCKET NUMBER: 267370

ASSIGNOR:

AMERICAN INTERNATIONAL GROUP, INC.

DOC DATE: 06/17/2009
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

ASSIGNEE:

21ST CENTURY INSURANCE AND FINANCIAL SERVICES
3 BEAVER VALLEY ROAD
WILMINGTON, DELAWARE 19803
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

APPLICATION NUMBER: 77622833
REGISTRATION NUMBER:

FILING DATE: 11/26/2008
ISSUE DATE:

MARK:

DRAWING TYPE: MISCELLANEOUS DESIGN

TO: LEYDIG, VOIT & MAYER, LTD. COMPANY: TWO PRUDENTIAL PLAZ 180 N. STETSON AV

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SHARON LATIMER, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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08/18/2009
 900141286

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American International Group, Inc.		06/17/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	21st Century Insurance and Financial Services		
Street Address:	3 Beaver Valley Road		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77622833		
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312 616-5600		
Email:	trademarks@leydig.com		
Correspondent Name:	Leydig, Voit & Mayer, Ltd.		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson Ave		
Address Line 2:	Suite 4900, ATTN: Mark J. Liss		
Address Line 4:	Chicago, ILLINOIS 60601-6731		
ATTORNEY DOCKET NUMBER:	267370		
NAME OF SUBMITTER:	Mark J. Liss		
Signature:	/Mark J. Liss/		
Date:	08/18/2009 Word Mark		

CH \$40.00 77622833

TO: LEYDIG, VOIT & MAYER, LTF COMPANY: TWO PRUDENTIAL PLAZ 180 N. STETSON AV

Total Attachments: 3

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ASSIGNMENT OF SERVICE MARKS FROM AMERICAN INTERNATIONAL
GROUP, INC. TO 21ST CENTURY INSURANCE AND FINANCIAL SERVICES

WHEREAS, American International Group, Inc. (hereinafter "Assignor"), a Delaware corporation, having its principal place of business at 70 Pine Street, New York, New York 10270, has adopted, used and is the owner of the service marks as shown on Schedule A hereto (hereinafter, the "Marks");

WHEREAS, 21st Century Insurance and Financial Services (hereinafter "Assignee"), a Delaware corporation, having its principal place of business at 3 Beaver Valley Road, Wilmington, Delaware 19803, is desirous of acquiring the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and any applications and registrations therefor, and including all common-law and other rights in the Marks, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of the Marks and any applications and registrations therefor prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on June 17, 2009.

AMERICAN INTERNATIONAL GROUP, INC.

Kathleen E. Shannon

Kathleen E. Shannon
Senior Vice President, Secretary and
Deputy General Counsel

State of New York)
)SS:
County of New York)

On this 17 th day of August, 2009 before me, a Notary Public in and for said county, appeared Kathleen E. Shannon, personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that she signed and delivered the document as her free and voluntary act for the uses and purposes therein set forth.

Shama Elliott
Notary Public

My commission expires: September 18, 2010

SHAMA ELLIOTT
Notary Public, State of New York
No. 01EL6077683
Qualified in New York County
Commission Expires Sept. 18th, 2010

AMERICAN INTERNATIONAL GROUP, INC.

MARK	SER./REG. NO.
CIRCLE SWIRL LOGO	77/622833

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